

Message Text

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ACTION EUR-06

INFO OCT-01 ISO-00 EB-05 DRC-01 RSC-01 /014 W

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R 291819Z JAN 74

FM AMEMBASSY BRUSSELS

TO USDOC WASHDC

INFO SECSTATE WASHDC 9752

UNCLAS BRUSSELS 0589

SUBJECT: CCP 75: IN-STORE PROMOTION AT GALERIES ANSPACH

REF: BRUSSELS 6344

FOR OIM

1. IN MEETING WITH EMBASSY OFFICERS JANUARY 29, GALERIES ANSPACH AND SEARS REPRESENTATIVES AGREED IN PRINCIPLE TO HOLDING IN-STORE PROMOTION OF U.S.-MADE PRODUCTS BEARING SEARS LABELS, NOVEMBER 8-16, 1974. PROMOTION WILL BE HELD AT GALERIES ANSPACH S DEPARTMENT STORE IN DOWNTOWN BRUSSELS AND ITS NINE RETAIL OUTLETS IN OTHER BELGIAN CITIES.

2. MARCEL DE NECK, SALES MANAGER FOR GALERIES ANSPACH, AND JOHN H. GARDNER, GENERAL MANAGER FOR SEARS EUROPEAN OPERATIONS, RECEIVED INFORMATION AND SAMPLE CONTRACT FOR IN-STORE PROMOTION FROM SEARS HEAD OFFICE IN CHICAGO, WHICH HAD BEEN CONTACTED DIRECTLY BY USDOC. DE NECK INDICATED GALERIES ANSPACH S ACCEPTANCE OF BASIC TERMS OF SAMPLE CONTRACT. HE WILL NOT KNOW BEFORE APRIL 1974, HOWEVER, THE EXACT AMOUNT OF INCREMENTAL U.S.-MADE SEARS PRODUCTS WHICH GALERIES ANSPACH WILL PURCHASE FOR NOVEMBER PROMOTION. DE NECK POINTED OUT THAT SOME NEW-TO-STORE ITEMS, SUCH AS CLOTHING, SHOULD ACTUALLY BE INTRODUCED BEFORE THE NOVEMBER PROMOTION TO TAKE ADVANTAGE OF SEASONAL FACTORS, SUCH AS BACK-TO-SCHOOL SALES.

3. BEFORE SIGNING IN-STORE PROMOTION CONTRACT WITH EMBASSY, GALERIES ANSPACH WOULD THEREFORE LIKE TO HAVE THE FOLLOWING INFORMATION:

A) COULD SOME ITEMS IMPORTED UNDER TERMS OF THE IN-STORE PROMOTION AGREEMENT ACTUALLY BE INTRODUCED IN SEPTEMBER OR OCTOBER TO TAKE ADVANTAGE OF SEASONAL DEMAND ?

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B) WOULD USDOC PROVIDE GALERIES ANSPACH ASAP WITH INFORMATION ON SUCCESFUL IN-STORE PROMOTIONS RECENTLY HELD IN OTHER COUNTRIES ?

C) COULD USDOC PROVIDE GALERIES ANSPACH WITH A U.S.SPACE
EXHIBIT -- INCLUDING A SPACE CAPSULE AND OR OTHER ITEMS OF SIGNIFI-
CANCE -- FOR DISPLAY DURING THE IN-STORE PROMOTION ?

4. EMBASSY CONSIDERS GALERIES ANSPACH, AS WHOLLY OWNED SUBSIDIARY
OF SEARS ROEBUCK, IDEALLY SUITED TO HOLD IN-STORE PROMOTION WHICH
WILL STIMULATE CONTINUED GROWTH OF U.S. CONSUMER PRODUCT SALES
ON A LONG-TERM BASIS. WE WOULD THEREFORE APPRECIATE RECEIVING
USDOC RESPONSE TO QUESTIONS IN PARAGRAPH 3 ASAP.
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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 29 JAN 1974
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1974BRUSSE00589
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: n/a
From: BRUSSELS
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1974/newtext/t19740110/aaaaaint.tel
Line Count: 71
Locator: TEXT ON-LINE
Office: ACTION EUR
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators:
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: BRUSSELS 6344
Review Action: RELEASED, APPROVED
Review Authority: golinofr
Review Comment: n/a
Review Content Flags:
Review Date: 03 MAY 2002
Review Event:
Review Exemptions: n/a
Review History: RELEASED <03 MAY 2002 by daviscw>; APPROVED <30 MAY 2002 by golinofr>
Review Markings:

Declassified/Released
US Department of State
EO Systematic Review
30 JUN 2005

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: CCP 75: IN-STORE PROMOTION AT GALERIES ANSPACH
TAGS: BEXP
To: n/a
Type: TE
Markings: Declassified/Released US Department of State EO Systematic Review 30 JUN 2005